

Brainstorming incentives and barriers

Rain Garden Benefits:

Leaky basement, drainage/flooding

Rebates

Lower maintenance landscaping vs less water needed

**Environmental impact/personal way to have a direct impact/image
(feeling connected)**

Cutting edge coolness factor/CMAX factor

Wildlife habitat

Aesthetic value

Visual Buffer

Stormwater impacts

Community benefits/stewardship/connection

Education

Salmon or Orca restoration

Sportmanship/fishing

Water quality improvements

Changing feature

Excuse to buy more plants

Inexpensive in comparison with other LID alternatives

Jurisdictional incentives.

Brainstorming incentives and barriers

Rain Garden Perceived Barriers :

Money/more expensive than alternative landscapes

Perception that plants will become toxic

People/children might drown

Maintenance

Mosquitoes

Going against traditional landscape values

Neighborhood covenants

Permit concerns

Not having a space for a rain garden

Not having infiltrating soil

Lack of education about rain gardens

Steep slopes

Concerns about drainage/flooding basements – more water near your house

Time and effort needed

Pets (need to fence pets out)

Incentives: Becomes part of title on your house as a stormwater facility; must maintain (misperception)

Marketing Scenarios

- 1) Middle class families with no children and larger lawns; currently with lawn service
- 2) Families with pets and small children with small lots (1500 sq ft for total landscape)
- 3) Residents of homeowners Association (HOA)
- 4) Residents of area with new rain garden incentives
- 5) Residents of a high-end neighborhood
- 6) Real estate agents with clients looking to improve curb appeal

Marketing Scenarios

1) Middle class families with no children and larger lawns; currently with lawn service

Advertise by showing pictures of dynamic landscapes; appeal to their aesthetic senses (include beautiful photos/examples.

Point out that they will increase their property value and use less water and maintenance.

Initiate a partnership with the landscape company that is providing their lawn service to promote a more sustainable garden feature.

Be a resource for incentive programs/provide education.

Marketing Scenarios

2) Families with pets and small children with small lots (1500 sq ft for total landscape)

**Offer to provide a more interesting landscape for their children (wildlife) while they set a good example of environmental stewardship.
Promote long-term cost reduction and a less toxic environment for their children.**

Marketing Scenarios

3) Residents of homeowners Association (HOA)

Promote collective runoff prevention (save on group rate, but permit individual decisions).

Creates image for neighborhood identity.

Pilot education project – towards community development as well as increasing property value.

Marketing Scenarios

4) Residents of area with new rain garden incentives

Pitch to community groups (involve friends and neighbors as volunteers).

Provide signage for newly installed rain gardens.

Table at the local farmer's market.

Marketing Scenarios

5) Residents of a high-end neighborhood

Promote opportunity to be cutting edge and a role model for neighbors.

Be proactive; find out personal motivations; bring visual images.

Marketing Scenarios

6) Real estate agents with clients looking to improve curb appeal

Provide a Powerpoint presentation at a realtor meeting with great rain garden pictures to show how they enhance curb appeal.

Provide statistics on home value with LID amenities.